

404 SMS404ID

SALES MATERIALS SYSTEM  
SUMMARY ORDER INQUIRY

06/23/97 09:38

FN: \_\_\_\_\_

ITEM: 526982

| X<br>R | ORDER<br>NUMBER | ORDER<br>DIV | REC<br>DIV | SHIP TO<br>LOC | DATE<br>ENTERED | CATEGORY       | DROPSHIP NAME | ENTRY<br>OPER ID |
|--------|-----------------|--------------|------------|----------------|-----------------|----------------|---------------|------------------|
| -      | 71740163        | 16XX         | 1645       | 077561         | 97/06/23        | TEMP PROMOTION |               | WSARK            |
| -      | 71740162        | 16XX         | 1645       | 077310         | 97/06/23        | TEMP PROMOTION |               | WSARK            |
| -      | 71740159        | 16XX         | 1645       | 1645XX         | 97/06/23        | TEMP PROMOTION |               | WSARK            |
| -      | 71740158        | 16XX         | 1642       | 077944         | 97/06/23        | TEMP PROMOTION |               | WSARK            |
| -      | 71740157        | 16XX         | 1642       | 073700         | 97/06/23        | TEMP PROMOTION |               | WSARK            |
| -      | 71740156        | 16XX         | 1642       | 071572         | 97/06/23        | TEMP PROMOTION |               | WSARK            |
| -      | 71740155        | 16XX         | 1642       | 069136         | 97/06/23        | TEMP PROMOTION |               | WSARK            |
| -      | 71740154        | 16XX         | 1642       | 078874         | 97/06/23        | TEMP PROMOTION |               | WSARK            |
| -      | 71740153        | 16XX         | 1610       | 1610XX         | 97/06/23        | TEMP PROMOTION |               | WSARK            |
| -      | 71720065        | 17XX         | 1740       | 741045         | 97/06/21        | TEMP PROMOTION |               | WSAPF            |
| -      | 71720064        | 17XX         | 1740       | 311040         | 97/06/21        | TEMP PROMOTION |               | WSAPF            |
| -      | 71720063        | 17XX         | 1738       | 425810         | 97/06/21        | TEMP PROMOTION |               | WSAPF            |

ENTER 'X' (DETAIL INQUIRY)

Enter-PF1---PF2---PF3---PF4---PF5---PF6---PF7---PF8---PF9---PF10--PF11--PF12---  
Help                      Retrn Hist                      Bkwrđ Frwrđ                      Main

*Sleeves for  
Winston B26 2f  
(Ordered 6/23/97)  
to Myers*

51845 6131

**BUY 2 GET 2 FREE (NON-PRE-SLEEVED)**

1 DISPLAY = 8 CARTONS (2 STYLES) = 20 OFFERS (7.5 Displays Per 2 (6M) Cases)

FORMULA FOR PACKING PAYMENT:

#LIVE PACKS PER 6M CASE (150) x TOTAL #CASES SHIPPED / 600 (12M CASE) x \$28 = PACKING PAYMENT (\$7.00/6M CASE)

G=Gratis Pack L=Live Pack Each Carton Contains 5 B1G1F Offers

| 6M CASE |       |                          |  | 6M CASE                  |       |         |  |
|---------|-------|--------------------------|--|--------------------------|-------|---------|--|
| ONE     | 1 ctn |                          |  | G123 G123 G123 G123 G123 | 1 ctn | ONE     |  |
| D       |       | Live Live Live Live Live |  |                          |       | D       |  |
| I       | 1 ctn |                          |  | G123 G123 G123 G123 G123 | 1 ctn | I       |  |
| S       |       | Live Live Live Live Live |  |                          |       | S       |  |
| P       | 1 ctn |                          |  | G123 G123 G123 G123 G123 | 1 ctn | P       |  |
| L       |       | Live Live Live Live Live |  |                          |       | L       |  |
| A       | 1 ctn |                          |  | G123 G123 G123 G123 G123 | 1 ctn | A       |  |
| Y       |       | Live Live Live Live Live |  |                          |       | Y       |  |
| ONE     | 1 ctn |                          |  | G123 G123 G123 G123 G123 | 1 ctn | ONE     |  |
| D       |       | Live Live Live Live Live |  |                          |       | D       |  |
| I       | 1 ctn |                          |  | G123 G123 G123 G123 G123 | 1 ctn | I       |  |
| S       |       | Live Live Live Live Live |  |                          |       | S       |  |
| P       | 1 ctn |                          |  | G123 G123 G123 G123 G123 | 1 ctn | P       |  |
| L       |       | Live Live Live Live Live |  |                          |       | L       |  |
| A       | 1 ctn |                          |  | G123 G123 G123 G123 G123 | 1 ctn | A       |  |
| Y       |       | Live Live Live Live Live |  |                          |       | Y       |  |
| ONE     | 1 ctn |                          |  | G123 G123 G123 G123 G123 | 1 ctn | ONE     |  |
| D       |       | Live Live Live Live Live |  |                          |       | D       |  |
| I       | 1 ctn |                          |  | G123 G123 G123 G123 G123 | 1 ctn | I       |  |
| S       |       | Live Live Live Live Live |  |                          |       | S       |  |
| P       | 1 ctn |                          |  | G123 G123 G123 G123 G123 | 1 ctn | P       |  |
| L       |       | Live Live Live Live Live |  |                          |       | L       |  |
| A       | 1 ctn |                          |  | G123 G123 G123 G123 G123 | 1 ctn | A       |  |
| Y       |       | Live Live Live Live Live |  |                          |       | Y       |  |
| ONE     | 1 ctn |                          |  | G123 G123 G123 G123 G123 | 1 ctn | ONE     |  |
| D       |       | Live Live Live Live Live |  |                          |       | D       |  |
| I       | 1 ctn |                          |  | G123 G123 G123 G123 G123 | 1 ctn | I       |  |
| S       |       | Live Live Live Live Live |  |                          |       | S       |  |
| P       | 1 ctn |                          |  | G123 G123 G123 G123 G123 | 1 ctn | P       |  |
| L       |       | Live Live Live Live Live |  |                          |       | L       |  |
| A       | 1 ctn |                          |  | G123 G123 G123 G123 G123 | 1 ctn | A       |  |
| Y       |       | Live Live Live Live Live |  |                          |       | Y       |  |
| ONE     | 1 ctn |                          |  | G123 G123 G123 G123 G123 | 1 ctn | ONE     |  |
| D       |       | Live Live Live Live Live |  |                          |       | D       |  |
| I       | 1 ctn |                          |  | G123 G123 G123 G123 G123 | 1 ctn | I       |  |
| S       |       | Live Live Live Live Live |  |                          |       | S       |  |
| P       | 1 ctn |                          |  | G123 G123 G123 G123 G123 | 1 ctn | P       |  |
| L       |       | Live Live Live Live Live |  |                          |       | L       |  |
| A       | 1 ctn |                          |  | G123 G123 G123 G123 G123 | 1 ctn | A       |  |
| Y       |       | Live Live Live Live Live |  |                          |       | Y       |  |
| ONE     | 1 ctn |                          |  | G123 G123 G123 G123 G123 | 1 ctn | ONE     |  |
| D       |       | Live Live Live Live Live |  |                          |       | D       |  |
| I       | 1 ctn |                          |  | G123 G123 G123 G123 G123 | 1 ctn | I       |  |
| S       |       | Live Live Live Live Live |  |                          |       | S       |  |
| P       | 1 ctn |                          |  | G123 G123 G123 G123 G123 | 1 ctn | P       |  |
| L       |       | Live Live Live Live Live |  |                          |       | L       |  |
| A       | 1 ctn |                          |  | G123 G123 G123 G123 G123 | 1 ctn | A       |  |
| Y       |       | Live Live Live Live Live |  |                          |       | Y       |  |
| 1/2     | 1 ctn |                          |  | G123 G123 G123 G123 G123 | 1 ctn | 1/2     |  |
| Display |       | Live Live Live Live Live |  |                          |       | Display |  |
|         | 1 ctn |                          |  | G123 G123 G123 G123 G123 | 1 ctn |         |  |
|         |       | Live Live Live Live Live |  |                          |       |         |  |

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Son Byone

2 per store

12 stores

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51845 6133

# **BYRNE DAIRY DISPLAY TEST 12 LOCATIONS**

## **1 ANALYZE INDUSTRY AND RJR VOLUME, GROUP 65 LOCATIONS INTO 3 VOLUME BUCKETS:**

**LOW INDUSTRY VOLUME: 1-72 CARTONS PER WEEK -24 STORES**  
**MID INDUSTRY VOLUME: 76-145 CARTONS PER WEEK -22 STORES**  
**HIGH INDUSTRY VOLUME: 152-358 CARTONS PER WEEK -9 STORES**

## **2 ANALYZE RJR SHARE OF BUSINESS IN THE MID AND HIGH INDUSTRY VOLUME GROUPS.**

## **3 SELECT 6 STORES FROM EACH GROUP, 3 WITH LOWER RJR SHARE, AND 3 WITH HIGHER RJR SHARE.**

## **TEST STORES**

|  |        |        |                 |                   |               | RJR | IND | RJR | SOM |
|--|--------|--------|-----------------|-------------------|---------------|-----|-----|-----|-----|
| <b>MID RANGE VOLUME WITH LOWER RJR SHARE</b>   |        |        |                 |                   |               |     |     |     |     |
| 30   | 0      | 438947 | BYRNE DAIRY #61 | 8319 MAIN ST      | CICERO        | NY  | 16  | 87  | 10  |
| 33   | 0      | 173035 | BYRNE DAIRY #07 | 3000 JAMES ST     | SYRACUSE      | NY  | 13  | 89  | 15  |
| 40   | 0      | 172829 | BYRNE DAIRY #18 | JEFFERSON ST      | PULASKI       | NY  | 14  | 118 | 12  |
| <b>MID RANGE VOLUME WITH HIGHER RJR SHARE</b>  |        |        |                 |                   |               |     |     |     |     |
| 41   | 0      | 172875 | BYRNE DAIRY #20 | ROUTE 57          | LIVERPOOL     | NY  | 31  | 119 | 26  |
| 42   | 162624 | 086378 | BYRNE DAIRY #46 | 254 S. MAIN ST.   | CANANDAIGUA   | NY  | 31  | 128 | 24  |
| 43   | 0      | 172971 | BYRNE DAIRY #15 | KIRSCH DR & RT 11 | MATTYDALE     | NY  | 31  | 131 | 24  |
| <b>HIGH RANGE VOLUME WITH LOWER RJR SHARE</b>  |        |        |                 |                   |               |     |     |     |     |
| 46   | 0      | 172761 | BYRNE DAIRY #10 | BRIDGE ST         | OSWEGO        | NY  | 22  | 155 | 14  |
| 54   | 162630 | 432034 | BYRNE DAIRY #59 | DEWEY STONE PLAZA | ROCHESTER     | NY  | 27  | 251 | 12  |
| 55   | 162624 | 557273 | BYRNE DAIRY #54 | 230 W UNION ST    | NEWARK        | NY  | 83  | 358 | 18  |
| <b>HIGH RANGE VOLUME WITH HIGHER RJR SHARE</b> |        |        |                 |                   |               |     |     |     |     |
| 51   | 0      | 171402 | BYRNE DAIRY #32 | 39 E MAIN ST      | NORWICH       | NY  | 42  | 182 | 23  |
| 52   | 0      | 173039 | BYRNE DAIRY #23 | WEST MANLIUS ST   | EAST SYRACUSE | NY  | 36  | 183 | 20  |
| 53   | 0      | 172904 | BYRNE DAIRY #30 | 48 JORDAN ST      | SKANEATELES   | NY  | 47  | 193 | 24  |

Added to  
Winston B262f  
Winston B262 Lighters  
of 2 per store  
Per DK

6/13/97

51845 6134

BPEN34MA

## WORKPLAN PROMOTION WORKSHEET

PAGE: 1  
DATE: 97-06-18  
TIME: 11:55 AM

PROMOTION: 700465 WIN AUGUST B2G2F

| TERR   | ACCT   | RETAIL NAME            | CITY        | ST | ZIP   | CHAIN-ID  | SIS |     | ACCT PHONE #  | VAP WHOLESALER   | PLAN | REVISED |
|--------|--------|------------------------|-------------|----|-------|-----------|-----|-----|---------------|------------------|------|---------|
|        |        |                        |             |    |       |           | SEG | IND |               |                  | SUG  | PLAN    |
|        |        |                        |             |    |       |           |     |     |               |                  | SKUS | SKUS    |
| 162605 | 066402 | 162605 J MART          | CANANDAIGUA | NY | 14424 | 2803-0000 | GS  | 86  | (716)394-8520 | 375878 MC LANE-N | 0    | 0       |
| 162605 | 307408 | 162605 J-MART #8       | PALMYRA     | NY | 14522 | 2803-0000 | CN  | 62  | (315)597-5551 | 375878 MC LANE-N | 0    | 0       |
| 162605 | 763376 | 162605 J MART          | PHILIPS     | NY | 14532 | 2803-0000 | GS  | 62  | (315)548-3209 | 375878 MC LANE-N | 0    | 0       |
| 162605 | 763443 | 162624 J MART          | MANCHESTER  | NY | 14504 | 2803-0000 | GS  | 151 | (716)289-8803 | 375878 MC LANE-N | 1    | 1       |
| 162605 | 763697 | 162605 C-STORES        | SODUS       | NY | 14551 | 2803-0000 | CN  | 118 | (315)483-4644 |                  | 0    | 0       |
| 162605 | 763725 | 162624 J MART          | SHORTSVILLE | NY | 14548 | 2803-0000 | GS  | 75  | (716)289-8123 | 375878 MC LANE-N | 0    | 0       |
| 162605 | 763808 | 162605 J MART          | VICTOR      | NY | 14564 | 2803-0000 | CN  | 53  | (716)924-3510 | 375878 MC LANE-N | 0    | 0       |
| 162605 | 763876 | 162605 J MART          | STANLEY     | NY | 14561 | 2803-0000 | GS  | 61  | (315)526-6323 | 375878 MC LANE-N | 0    | 0       |
| 162605 | 764215 | 162605 J MART          | HOLCOMB     | NY | 14469 | 2803-0000 | GS  | 54  | (716)657-9120 | 375878 MC LANE-N | 0    | 0       |
| 164561 | 744359 | 164561 J MART HEADQUAR | VICTOR      | NY | 14564 | 2803-0000 | CW  |     | (716)924-3510 |                  | 0    | 0       |

PAGE BREAK TOTAL ACCOUNTS 10 TOTAL QUANTITY 1 1

PROMOTION TOTAL ACCOUNTS 10 TOTAL QUANTITY 1 1

\*\*\*\* END OF REPORT \*\*\*\*

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BPEN55B2

## WORKPLAN VAP TEMPLATE LISTING

PAGE: 15  
DATE: 97-06-16  
TIME: 10:09 AMWHOLESALER : 332880 KEY STORES CO., INC. <DIRECT>  
TEMPLATE : 700465 70800 WIN AUG B2G2F  
TEMPLATE SEQ : 0012  
SALES LEVEL : 16XXXX

| TERR   | RETAIL | ACCT   | NAME            | ADDRESS       | CITY         | ST | ZIP   | QTY | TAX | CHAIN-ID | SUPPLIER | ACCT PHONE #   |
|--------|--------|--------|-----------------|---------------|--------------|----|-------|-----|-----|----------|----------|----------------|
| 162208 | 162221 | 184495 | COUNTRY PEDDLER | MAIN STREET   | LAKE HARMONY | PA | 18624 | 1   |     |          |          | (717) 722-0860 |
| 162208 | 162220 | 185163 | MALS SMOKE SHOP | 247 S MAIN ST | WILKES BARRE | PA | 18701 | 1   |     |          |          | (717) 825-0833 |

PAGE BREAK TOTAL ACCOUNTS 2 TOTAL QUANTITY 2

TEMPLATE TOTAL ACCOUNTS 2 TOTAL QUANTITY 2

Too few

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BPEN34MA

## WORKPLAN PROMOTION WORKSHEET

PROMOTION: 700465 WIN AUGUST B2G2F

PAGE: 1  
DATE: 97-06-18  
TIME: 02:06 PM

| TERR   | ACCT   | RETAIL NAME | CITY            | ST            | ZIP | CHAIN-ID | SEG       | IND | VOL   | ACCT          | PHONE # | VAP       | WHOLESALER | PLAN<br>SUG<br>SKUS | REVISED<br>PLAN<br>SKUS |
|--------|--------|-------------|-----------------|---------------|-----|----------|-----------|-----|-------|---------------|---------|-----------|------------|---------------------|-------------------------|
| 162601 | 565414 | 162601      | CONSUMER BEV. 8 | TONAWANDA     | NY  | 14150    | 2477-0000 | LQ  | 40    | (716)695-1222 | 649920  | TRIPIFOOD | 0          | 0                   |                         |
| 162601 | 565418 | 162601      | CONSUMER BEV. 1 | NIAGARA FALLS | NY  | 14301    | 2477-0000 | LQ  | 20    | (716)282-3916 | 649920  | TRIPIFOOD | 0          | 0                   |                         |
| 162601 | 565429 | 162629      | CONSUMER BEV. 2 | KENMORE       | NY  | 14217    | 2477-0000 | OH  | 60    | (716)877-1131 | 649920  | TRIPIFOOD | 0          | 0                   |                         |
| 162601 | 565441 | 162601      | CONSUMER BEV. 5 | LOCKPORT      | NY  | 14094    | 2477-0000 | OH  | 50    | (716)433-2639 | 649920  | TRIPIFOOD | 0          | 0                   |                         |
| 162602 | 565416 | 162602      | CONSUMER BEV. 5 | CLARENCE      | NY  | 14031    | 2477-0000 | LQ  | 21    | (716)688-7033 | 649920  | TRIPIFOOD | 0          | 0                   |                         |
| 162602 | 565427 | 162602      | CONSUMER BEV. 2 | AMHERST       | NY  | 14226    | 2477-0000 | LQ  | 41    | (716)837-3087 | 649920  | TRIPIFOOD | 0          | 0                   |                         |
| 162602 | 565430 | 162602      | CONSUMER BEV. 2 | CHEEKTOWAGA   | NY  | 14225    | 2477-0000 | LQ  | 48    | (716)893-7040 | 649920  | TRIPIFOOD | 0          | 0                   |                         |
| 162602 | 578021 | 162629      | CONSUMER BEV. # | CHEEKTOWAGA   | NY  | 14225    | 2477-0000 | LQ  | 53    | (716)632-3330 | 649920  | TRIPIFOOD | 0          | 0                   |                         |
| 162603 | 565421 | 162625      | CONSUMER BEV. 1 | BUFFALO       | NY  | 14212    | 2477-0000 | OH  | 51    | (716)894-1353 | 649920  | TRIPIFOOD | 0          | 0                   |                         |
| 162603 | 565431 | 162629      | CONSUMER BEV. 1 | DEPEW         | NY  | 14043    | 2477-0000 | MM  | 86    | (716)668-4565 | 649920  | TRIPIFOOD | 0          | 0                   |                         |
| 162603 | 565432 | 162625      | CONSUMER BEV. 1 | LACKAWANNA    | NY  | 14218    | 2477-0000 | LQ  | 58    | (716)826-8859 | 649920  | TRIPIFOOD | 0          | 0                   |                         |
| 162603 | 565433 | 162625      | CONSUMER BEV. 1 | WEST SENECA   | NY  | 14224    | 2477-0000 | OH  | 52    | (716)675-4934 | 649920  | TRIPIFOOD | 0          | 0                   |                         |
| 162603 | 565434 | 162622      | CONSUMER BEV. 1 | LANCASTER     | NY  | 14086    | 2477-0000 | OH  | 73    | (716)685-1152 | 649920  | TRIPIFOOD | 0          | 0                   |                         |
| 162603 | 565437 | 162603      | CONSUMER BEV. 3 | ORCHARD PARK  | NY  | 14127    | 2477-0000 | LQ  | 40    | (716)662-3035 | 649920  | TRIPIFOOD | 0          | 0                   |                         |
| 162603 | 565439 | 162603      | CONSUMER BEV. 5 | HAMBURG       | NY  | 14075    | 2477-0000 | LQ  | 48    | (716)648-1355 | 649920  | TRIPIFOOD | 0          | 0                   |                         |
| 164562 | 565444 | 164562      | CONSUMER BEV. H | BUFFALO       | NY  | 14220    | 2477-0000 | LS  | 3,000 | (716)826-9200 |         |           | 0          | 0                   |                         |

PAGE BREAK TOTAL ACCOUNTS 16 TOTAL QUANTITY

PROMOTION TOTAL ACCOUNTS 16 TOTAL QUANTITY

\*\*\*\* END OF REPORT \*\*\*\*

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BPEN82MA

R. J. REYNOLDS TOBACCO COMPANY  
BUSINESS PLANNING AND EXECUTION  
PROMOTION SUMMARY REPORTPAGE: 1  
DATE: 97-06-18  
TIME: 02:54 PMPROMOTION : 700465 WIN AUGUST B2G2F  
DRIVE PERIOD: 70800

|                          | NO OF ACCOUNTS | SKUS  | TOTAL OFFERS | ALLOCATION CASES      | ALLOCATION OFFERS     |
|--------------------------|----------------|-------|--------------|-----------------------|-----------------------|
| 16XXXX 16 BUFFALO REGION |                |       |              |                       |                       |
| VAP                      |                |       |              | 1,300                 | 97,500                |
| CHAIN                    | 1,492          | 1,992 | 39,840       |                       |                       |
| INDEPENDENTS             | 1,470          | 1,907 | 38,140       |                       |                       |
| VAP TOTAL                | 2,962          | 3,899 | 77,980       |                       |                       |
| NON-VAP                  |                |       |              |                       |                       |
| CHAIN                    | 409            | 183   | 3,660        |                       |                       |
| INDEPENDENTS             | 1,297          | 30    | 600          |                       |                       |
| NON-VAP TOTAL            | 1,706          | 213   | 4,260        |                       |                       |
| TOTAL CHAINS             | 1,901          | 2,175 | 43,500       |                       |                       |
| TOTAL INDEPENDENTS       | 2,767          | 1,937 | 38,740       |                       |                       |
| TOTAL ACCOUNTS           | 4,668          | 4,112 | 82,240       | TOT COMMITTED: 82,240 | TOT REMAINING: 15,260 |

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763 SKUs

Templates 4716 = 94,320

940 offers

1880

628.8

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51845 6139

75

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BPEN82MA

R. J. REYNOLDS TOBACCO COMPANY  
BUSINESS PLANNING AND EXECUTION  
PROMOTION SUMMARY REPORT

PAGE: 1  
DATE: 97-05-28  
TIME: 09:33 AM

PROMOTION : 700465 WIN AUGUST B2G2F  
IVE PERIOD: 70800

|                          | NO OF ACCOUNTS | SKUS  | TOTAL OFFERS | ALLOCATION CASES | ALLOCATION OFFERS |
|--------------------------|----------------|-------|--------------|------------------|-------------------|
| 16XXXX 16 BUFFALO REGION |                |       |              |                  |                   |
| VAP                      |                |       |              | 1,300            | 4875<br>97,500    |
| CHAIN                    | 1,418          | 1,736 | 34,720       |                  |                   |
| INDEPENDENTS             | 1,452          | 1,951 | 39,020       |                  |                   |
| TOTAL                    | 2,870          | 3,687 | 73,740       |                  |                   |
| NON-VAP                  |                |       |              |                  |                   |
| CHAIN                    | 375            | 92    | 1,840        |                  |                   |
| INDEPENDENTS             | 283            | 25    | 500          |                  |                   |
| NON-VAP TOTAL            | 658            | 117   | 2,340        |                  |                   |
| TOTAL CHAINS             | 1,793          | 1,828 | 36,560       |                  |                   |
| TOTAL INDEPENDENTS       | 1,735          | 1,976 | 39,520       |                  |                   |
| TOTAL ACCOUNTS           | 3,528          | 3,804 | 76,080       |                  |                   |
|                          |                |       |              | TOT COMMITTED:   | 76,080            |
|                          |                |       |              | TOT REMAINING:   | 21,420            |

Can be used for Kinney Drug @ 2  
No premiums

1874000

\* Discuss w/ Bill  
two SKUs each Kinney Drug  
Location

6-6-97

July if we have additional SKUs  
for Kinney Drug advise  
Doug and we will accommodate  
Per Doug's Request.

Thanks,  
HRM

51845 6140

To: Keeney, David  
From: Campbell, Judy  
Edited: 6/9/97 9:53  
Subject: WINSTON B2G2F / #700465

Hi Dave,

I have included Kinney Drug in the above promotion @ 2 SKUs per store for the August Winston B2G2F promotion.

Judy

CC: Macleod, Stephen

51845 6141

|   |  |           |          |     |  |
|---|--|-----------|----------|-----|--|
| SCENARIO: Winston August B2C2 Allocations |  |           |          |     |  |
|   | % PV Coverage Targets<br>(During Promotion): | Priority: | 50%      |     |  |
|   |  | Threshold | 40%      |     |  |
|   |  | Low:      | 30%      |     |  |
|   | Packs/Offer:                                 | 2         | Min SKUs | 1.0 |  |
|   | Offers/SKU:                                  | 20        | Max SKUs | 5.0 |  |

| INDUSTRY CARTON SALES PER WEEK PER STORE |           |           |           |           |         |         |           | Required<br>Adjustment<br>+/- | Total<br>Revised<br>Allocation | % Of Total<br>Revised<br>Allocation | Case<br>Allocation<br>Adjusted<br>To Meet Plan | SKU<br>Allocation<br>Adjusted<br>To Meet Plan | Offer<br>Allocation<br>Adjusted<br>To Meet Plan |
|--|-----------|-----------|-----------|-----------|---------|---------|-----------|-------------------------------|--------------------------------|-------------------------------------|--|---|---|
| 75 - 99                                  | 100 - 149 | 150 - 249 | 250 - 399 | 400 - 599 | 600+    | Total   |           |                               |                                |                                     |  |   |   |
| SKU Allocation Recommendations are:      |           |           |           |           |         |         |           |                               |                                |                                     |  |   |   |
| NESA                                     | 2,910     | 13,242    | 15,663    | 11,467    | 5,781   | 3,712   | 52,776    | 1,001                         | 53,777                         | 33.28%                              | 13,312   | 49,920  | 998,400   |
| Boston                                   | 539       | 3,880     | 4,512     | 2,475     | 790     | 465     | 12,662    | 662                           | 13,324                         | 8.25%                               | 3,300  | 12,375  | 247,500   |
| New York                                 | 1,039     | 2,034     | 1,427     | 833       | 399     | 314     | 6,046     | 0                             | 6,046                          | 3.74%                               | 1,496  | 5,610   | 112,200   |
| Philadelphia                             | 213       | 1,272     | 967       | 458       | 279     | 228     | 3,417     | 685                           | 4,102                          | 2.54%                               | 1,016  | 3,810   | 76,200  |
| Buffalo                                  | 398       | 1,575     | 1,543     | 882       | 464     | 390     | 5,252     | 0                             | 5,252                          | 3.25%                               | 1,300  | 4,875   | 97,500  |
| Pittsburgh                               | 418       | 2,711     | 3,866     | 3,347     | 1,565   | 1,410   | 13,317    | 666                           | 13,983                         | 8.65%                               | 3,460  | 12,975  | 259,500   |
| Cincinnati                               | 303       | 1,769     | 3,348     | 3,471     | 2,285   | 905     | 12,082    | -1,012                        | 11,070                         | 6.85%                               | 2,740  | 10,275  | 205,500   |
| SSA                                      | 2,599     | 13,021    | 16,296    | 9,993     | 4,317   | 2,885   | 49,110    | 3,221                         | 52,331                         | 32.39%                              | 12,956   | 48,585  | 971,700   |
| Winston-Salem                            | 417       | 3,770     | 5,687     | 3,336     | 1,120   | 745     | 15,074    | 0                             | 15,074                         | 9.33%                               | 3,732  | 13,995  | 279,900   |
| Atlanta                                  | 638       | 2,943     | 3,828     | 2,222     | 1,000   | 440     | 11,070    | 0                             | 11,070                         | 6.85%                               | 2,740  | 10,275  | 205,500   |
| Florida                                  | 536       | 2,140     | 2,769     | 2,087     | 1,030   | 700     | 9,262     | 738                           | 10,000                         | 6.19%                               | 2,476  | 9,285   | 185,700   |
| Dallas                                   | 640       | 2,337     | 1,939     | 959       | 490     | 465     | 6,830     | 2,100                         | 8,930                          | 5.53%                               | 2,212  | 8,295   | 165,900   |
| Richmond                                 | 368       | 1,831     | 2,073     | 1,389     | 678     | 535     | 6,874     | 383                           | 7,257                          | 4.49%                               | 1,796  | 6,735   | 134,700   |
| WSA                                      | 1,522     | 7,657     | 6,390     | 3,367     | 1,219   | 926     | 21,080    | 1,663                         | 22,743                         | 14.07%                              | 5,632  | 21,120  | 422,400   |
| No. California                           | 209       | 1,525     | 1,123     | 605       | 291     | 209     | 3,961     | 0                             | 3,961                          | 2.45%                               | 980  | 3,675   | 73,500  |
| So. California                           | 231       | 1,467     | 1,061     | 690       | 256     | 195     | 3,900     | 620                           | 4,520                          | 2.80%                               | 1,120  | 4,200   | 84,000  |
| Seattle                                  | 349       | 1,304     | 872       | 323       | 138     | 186     | 3,172     | 911                           | 4,083                          | 2.53%                               | 1,012  | 3,795   | 75,900  |
| Houston                                  | 733       | 3,361     | 3,334     | 1,750     | 534     | 335     | 10,047    | 132                           | 10,179                         | 6.30%                               | 2,520  | 9,450   | 189,000   |
| MWSA                                     | 2,275     | 8,156     | 8,364     | 6,411     | 3,604   | 2,480   | 31,290    | 1,445                         | 32,735                         | 20.26%                              | 8,100  | 30,375  | 607,500   |
| Chicago                                  | 598       | 1,643     | 1,637     | 1,462     | 1,056   | 996     | 7,391     | 0                             | 7,391                          | 4.57%                               | 1,828  | 6,855   | 137,100   |
| Minneapolis                              | 490       | 1,297     | 1,052     | 802       | 379     | 168     | 4,188     | 1,061                         | 5,249                          | 3.25%                               | 1,300  | 4,875   | 97,500  |
| Denver                                   | 558       | 1,921     | 1,899     | 1,067     | 477     | 310     | 6,232     | 270                           | 6,502                          | 4.02%                               | 1,608  | 6,030   | 120,600   |
| Detroit                                  | 269       | 1,756     | 1,775     | 1,492     | 825     | 391     | 6,508     | 0                             | 6,508                          | 4.03%                               | 1,612  | 6,045   | 120,900   |
| St. Louis                                | 360       | 1,539     | 2,001     | 1,588     | 868     | 615     | 6,971     | 114                           | 7,085                          | 4.38%                               | 1,752  | 6,570   | 131,400   |
| Total SKUs:                              | 9,306     | 42,076    | 46,713    | 31,237    | 14,921  | 10,002  | 154,256   | 7,330                         | 161,586                        | 100.00%                             | 40,000   | 150,000                                       | 3,000,000                                       |
| Total Offers                             | 186,113   | 841,528   | 934,250   | 624,750   | 298,424 | 200,046 | 3,085,120 | 146,600                       | 3,231,720                      |                                     |  |   |   |